

Implementing The 2% Strategy

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Eastern Sprawl



California Sprawl



Eastern Density



California Density



Three Rules

1. Your town is not unique
2. There is no other town absolutely identical to yours that has faced exactly the same problems and solved them all
3. You can't buy political will on eBay

What Creates Political Will

- A set of underlying community values
- A willingness to invest in a common vision – so there's always something to point to or fall back on.
- Pressure from voters or organized constituencies

What Creates Political Will

- A true belief in your community
- Elected officials who are willing to nurture all these things.

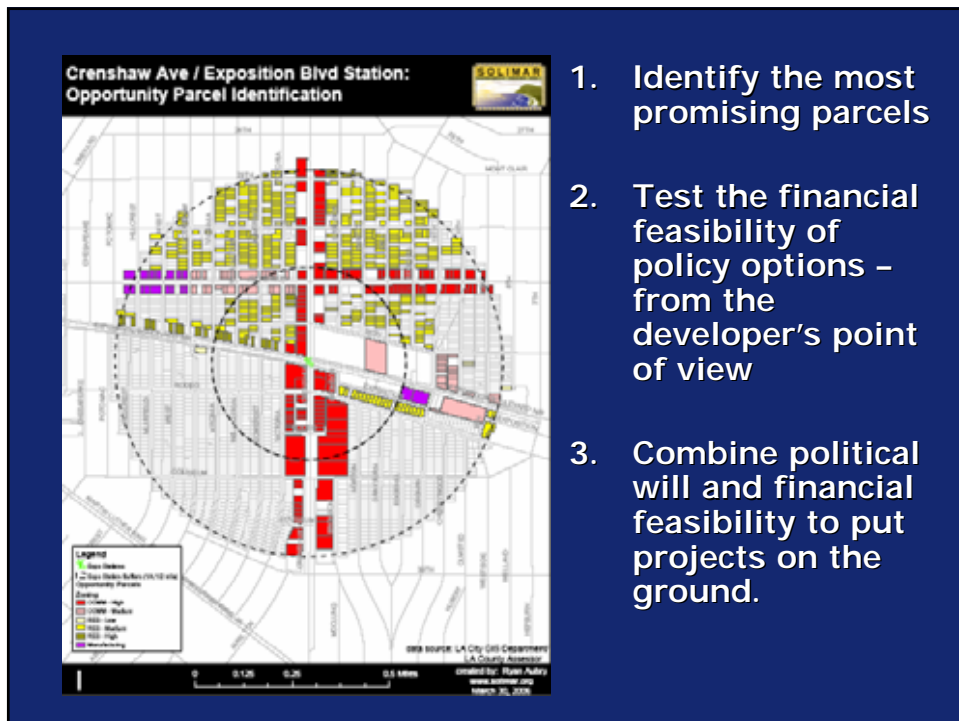
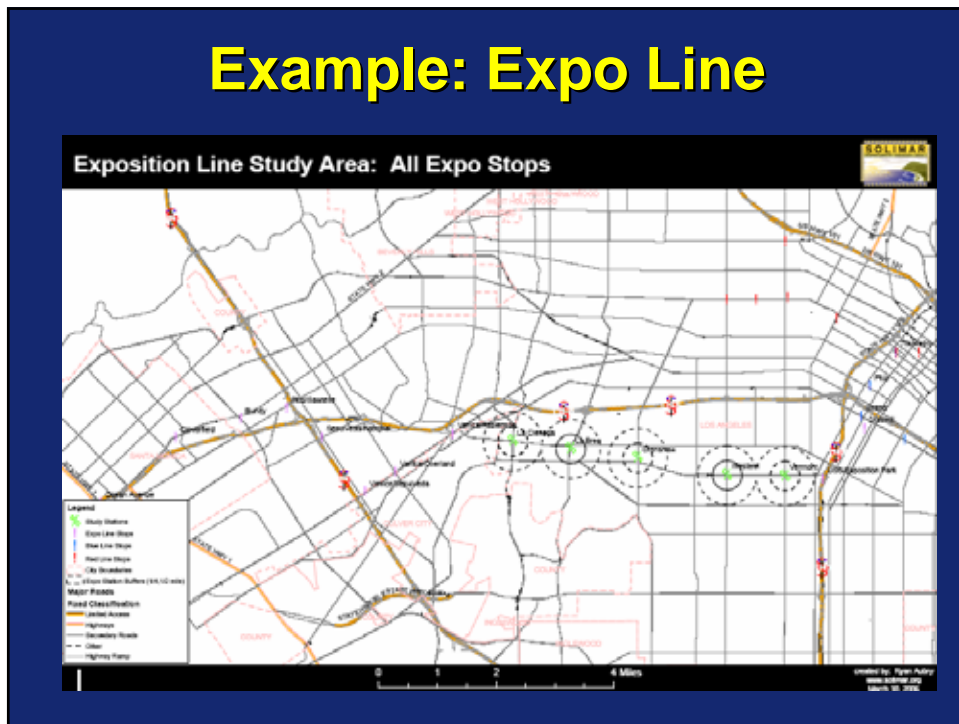
What Creates Implementation Success?

- Talking to your constituents about realistic choices for the future
- Drawing a clear line from vision to policy to code to decision
- Finding partners – major institutions

What Creates Implementation Success?

- Road-testing policies so they work
- Finding just the right opportunities
- Creating achievable short-term successes and building on them.

Example: Expo Line



1. Identify the most promising parcels
2. Test the financial feasibility of policy options – from the developer's point of view
3. Combine political will and financial feasibility to put projects on the ground.

What We're Finding

- Cities want housing – or see housing as leverage to get other types of development they want.
- Many multifamily densities are too low (15-30 u/a)
- Above a certain point, parking reductions “pencil” better than density increases

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